

# 2021 Shop! Outstanding Merchandising Achievement

## ENTRY KIT



**The Shop! Outstanding Merchandising Achievement (OMA) Award 2021**, now in its 63rd year, are the Marketing at Retail Industry's most prestigious, largest and longest-running awards contest. It recognizes and honors excellent displays that set the merchandising and design precedents of today to become the standards of tomorrow.

Entries vie for Gold, Silver, and Bronze honors in their respective Categories and Divisions. In addition, all Gold winners are eligible for the "Display of the Year," which represents the highest recognition the Industry can bestow upon an at-retail display.

### WHAT CAN BE ENTERED?

Any form of marketing at retail may be entered. Entries need to have been placed in an at-retail location between November 1, 2019 and December 31, 2020. Minimum runs for each division are listed below.

- Permanent – 25 displays
- Semi-Permanent – 50 displays
- Temporary – 100 displays

Family of Displays – Families of displays can be entered. A family of displays is defined as no more than three displays for the same product.

### WHAT CANNOT BE ENTERED?

- Bronze, Silver or Gold winners from any previous OMA contests
- A display with a minimum run less than allowed by division
- Samples, models, or test units
- A display that is already entered in another category, i.e. entries may not enter a display in more than one category
- A display that is already entered by another company, i.e. entries may not be entered by different companies at the same time

If, for any reason, such entries exist, these entries will be disqualified and no refunds will be given.

### WHO CAN ENTER?

The OMA Contest is open to all producers, suppliers and purchasers of point-of-purchase materials, consumer products and services companies and retailers. This includes Shop! members and non-members in North America and overseas.

Some entries are collaborations between two companies. Those entries are entered as Co-Entries. Each of the two companies will be listed on the entry form. Each company will receive an award if their entry wins. Additional fee per display for a co-entry is \$200.

To receive the discounted SHOP! Member pricing, your membership must be up to date and paid, or the non-member rates will be invoiced. If you're interested in becoming a member, contact [membership@shopassociation.org](mailto:membership@shopassociation.org) or call the office at 847-686-2239.

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### IMPORTANT DATES

#### CONTEST ENTRY SITE OPENS

Monday, November 30, 2020

#### Early Entry Deadline (extended)

Monday, January 25, 2021  
11:59 PM EST

#### Final Entry Deadline

Friday, February 26, 2021  
11:59 PM EST

#### Awards Celebration

Week of April 26, 2021



### WHAT ARE THE FEES?

Fees help cover the costs of contest software, publicity, awards statuettes (two per win), and more. Entry fees will not be refunded if displays are disqualified at any stage of the judging process.

Contest Entry Site Opens November 30, 2020

All fees must be paid before March 1, 2021

#### Early Entry (11/30/20 - 1/25/21)

Shop! Member	\$699 per entry
Nonmember	\$1,199 per entry

#### Regular Entry (1/26/21 - 2/26/21)

Shop! Member	\$799 per entry
Nonmember	\$1,299 per entry

#### Other Fees

Co-Entry Fee	\$200 per entry
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### REFUND POLICIES

After January 25, 2021, no entry fees will be refunded.

Entry fees will not be refunded if display is disqualified at any stage of the judging process.

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### GROUNDS FOR IMMEDIATE DISQUALIFICATION

- Entrant and/or co-entrant company name mentioned in the write up, or in submitted photos/video for judges to see during the judging processes.
- Persuading judges in any way
- Entry not paid for by March 1, 2021

### TERMINOLOGY

- **Division** – Signifies whether an entry is permanent or temporary.
- **Permanent (P)** – displays intended length of use is more than six months
- **Semi-Permanent (SP)** – displays intended length of use is two to six months
- **Temporary (T)** – displays intended length of use is less than two months

### WHEN CAN YOU SUBMIT YOUR ENTRY?

Monday, November 30, 2020 is the first day you may submit your entries. It is not necessary to wait until all your submissions are ready though, you may enter complete entries or submit in batches. All entries must be completed by Friday, February 26, 2021 and paid in full by March 1, 2021.

### INFORMATION NEEDED TO ENTER?

A complete entry includes the following:

- Full payment by check, credit card, or money order
- Completed Entry Form via online
- Answers to the case history questions (see pg. 5)
- Entry footprint
- Two required images (see pg. 5 for requirements)

After your entries are completed and submitted, changes can not be made after the submission deadline unless Shop!, the OMA Committee and/or Judges see fit.

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### THE CATEGORIES

#### **Product-Based Categories:**

Athletic  
Beverages - Beer  
Beverages – Wine and Liquor  
Books, Stationery and Office  
Carbonated Drinks  
Cosmetics and Fragrances  
Entertainment, Games and Toys  
Food  
General Merchandise

Hair Care and Skin Care  
Health Care  
Home and Garden  
Personal Electronics and Software  
Snack Products

#### **Special Categories:**

Digital Interactive  
Signage & Window Displays

#### **Retail-Based Categories:**

Convenience Store – Retailer  
Club Store – Retailer  
Drug Store – Retailer  
Mass Merchandise – Retailer  
Specialty Retailers and Services  
Supermarket – Retailer

### ENTRY FORM

#### **Basic information including:**

1. Display Name
2. Category
3. Entrant Company Name
4. Entrant Company Address (where awards will be shipped)
5. Entrant Company Contact Name (for any questions regarding the entry)
6. Entrant Company Phone Number
7. Entrant Company Contact Email
8. Country of Production
9. Country of Placement
10. Co-Entry Company Name
11. Co-Entrant Company Address
12. Co-Entry Company Contact Name
13. Co-Entrant Company Contact Phone Number
14. Co-Entrant Company Email
15. Client Contact Name
16. Client Company Address
17. Client Company Name
18. Client Company Contact Title
19. Client Company Phone Number
20. Client Company Contact Email
21. Production Run Quantity
22. Placement (floor or table)
23. Unit cost (labor and material cost to produce)
24. Fact Card - Objective (250 word limit)
25. Sales Contact Name (for Fact Card)
26. Sales Contact Phone Number (for Fact card)
27. Sales Contact Email (for Fact Card)

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### CASE HISTORY INFORMATION

The 2021 OMA Competition Case History questions allow the entrant to focus on what they feel are the most unique and informative for the judges. Each question has a 250 word count limit.

- 1. Project Goal:** (25% of total score). What was the objective?  
The judges want to understand the assignment, the objective, and the target for the display.
- 2. Project Execution:** (50% of the total score). What did you do?  
The judges want to understand the strategic thinking, the creative process, the engineering, and the manufacturing processes.
- 3. Project Results:** (25% of the total score). How did it do?  
The judges want to understand compliance, sales results, and overall success for the display.

### PHOTO REQUIREMENTS

You may submit up to five (5) different images, however the submission of two (2) images is required. The images should depict the entire entry/program. Since images are used during the judging of Shop!'s OMA Contest, it is advantageous to use high-quality color electronic images. Shop! reserves the right to reject any image that does not meet acceptable standards.

Do not include the producer name in the naming of the images or in the images themselves.

\* The use of photo-realistic renderings is allowable, provided that they are produced with professional quality 3-D rendering software. Please note: the 3-D renderings can be submitted as supplemental photos, but cannot replace the two required photos.

The first image should represent the display only and showcase the display in its best most typical fashion. This will be the image used at the Awards Celebration and all other promotional activities.

The second image should represent the unit in the retail environment where it may generally be placed. **This is a mandatory requirement.**

As an option, 3 additional images should depict the display's versatility, multiple uses in various environments, or highlight special features should be submitted.

Entries will be considered incomplete if they do not contain both the "1" and "2" images.

### VIDEO REQUIREMENTS

\*NEW IN 2021: You are strongly encouraged to submit a 45-second video showing a unique 360-degree of your display. Videos should have no sound.\* Please adhere to the following video guidelines:

- The video should be a 360 degree recording of the Display so judges can see all aspects of the entry Display in a 3D simulation
- Please pay attention to the lighting so all aspects of the display are easily seen by the judges, and the attendees
- The video should not have any audio as we will be adding a music bed to those winning submissions for the Awards presentation
- The video should be no shorter than 30 secs, and no longer than 45 secs
- Please pay attention to keeping the camera steady during the entire recording
- Please pay attention to the environment around the Display: a clean submission free of environmental clutter and distraction
- Please pay attention to the distance between the camera and the Display, so the viewer is not too close or too far away for best viewing
- If you have any questions or need further direction, please feel free to contact Shop staff at [shop@shopassociation.org](mailto:shop@shopassociation.org)

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### JUDGING STRUCTURE

There will be one judging phase online to review written entries and photos/videos.

Shop! employs a 10-point category scoring scale with a total of 100 possible points.

### WHAT JUDGES LOOK FOR?

#### **JUDGING PREMISE:**

To gain **Credibility**

To ensure **Fairness**

To show **Vision**

Judges Charge:

Judges are asked to consider the clarity and veracity of the written information for each of these ten (10) scoring criteria.

This, along with the submitted visuals will provide the basis for the judging process.

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### WHAT IS THE AWARDS STRUCTURE?

Gold, Silver, and Bronze winners are awarded in each category according to each division (permanent, semi-permanent, and temporary) based on the following requirements:

- They must meet the minimum average score requirement for Gold, Silver, Bronze
  - 60 points minimum for bronze
  - 70 points minimum for silver
  - 80 points minimum for gold
- Each Category/Division can award up to 1 Gold, 1 Silver and 2 Bronze. In cases where there are multiple entries scoring above the minimum the highest score will receive the award and the next highest score will receive the next highest award available. For example, if three displays score 92, 88 and 82, the 92 will receive a Gold, the 88 a Silver and the 82 a Bronze, even though all were eligible for Gold.

While the composite scoring system can award up to 1 Gold, 1 Silver and 2 Bronze, that does not guarantee that all categories/divisions will have the maximum number of award winners. **In some cases, there may not be a Gold, or even any awards in a category, if the scoring does not meet the minimum standards.**

### WHEN ARE WINNERS ANNOUNCED?

All winners are announced at the Awards Celebration the week of April 26, 2021. A list of winners will be published on the Shop! website following the celebration.

Display of the Year, the Creative Award, the Budget Award and are all shipped directly to the entrant following the show. Tracking information for all awards will be emailed to entrant when awards are shipped.

### CAN I SEE MY SCORE?

Shop! does not make the individual scores available.

### WHAT ARE THE OMA "SPECIAL" AWARDS?

**THE DISPLAY OF THE YEAR AWARD (DOY)** This award is the most prestigious award of the OMAs and the highest recognition in the in-store marketing industry. One DOY Award is awarded in each division (permanent, semi-permanent, and temporary) and they are chosen from the Gold Award winners.

#### THE CREATIVE AWARD

This award was established to recognize and celebrate creativity and execution of at-retail merchandising design based solely on the creative merits of the submission. Entries eligible for this award are Gold, Silver and Bronze Award winners from all categories (Non- OMA winners will not be considered). The displays are then judged against the special criteria established for "The Creative Award."

Active Creative Directors from various industry backgrounds form a panel of judges to choose the winning displays, and one award will be given in each division (Permanent, Semi Permanent, and Temporary).

#### THE BUDGET AWARD

This award recognizes displays that had the greatest effectiveness while being budget conscious. To be eligible for the Budget Award, entries must be Gold, Silver or Bronze Award winners. In the Temporary Division the entry must cost under \$25, Semi-Permanent under \$50, and Permanent under \$100.

### QUESTIONS?

Please visit [shopassociation.org/shop-awards](https://shopassociation.org/shop-awards) for more information and the latest on OMA and Shop! Awards. For specific questions, please contact [omaawards@shopassociation.org](mailto:omaawards@shopassociation.org).